

AMENDED IN ASSEMBLY APRIL 24, 2003

AMENDED IN ASSEMBLY APRIL 21, 2003

CALIFORNIA LEGISLATURE—2003–04 REGULAR SESSION

ASSEMBLY BILL

No. 1123

**Introduced by Assembly Member Parra
(Principal coauthor: Assembly Member Bates)**

(Coauthors: Senators Ducheny, McPherson, Morrow, and Perata)
**(Coauthors: Assembly Members Berg, Hancock, Laird,
Maldonado, Maze, McCarthy, Montanez, Vargas, Wiggins, and
Wolk)**

February 21, 2003

An act to add Article 8 (commencing with Section 5079.70) to Chapter 1.1.5 of Division 5 of the Public Resources Code, and to repeal Chapter 8 (commencing with Section 15399) of Part 6.7 of Division 3 of Title 2 of the Government Code, relating to urban development.

LEGISLATIVE COUNSEL'S DIGEST

AB 1123, as amended, Parra. Urban development: California Main Street Program.

Existing law establishes in the Technology, Trade, and Commerce Agency the California Main Street Program to provide technical assistance and training for small cities' government, business organizations, merchants, and property owners to accomplish community and economic revitalization and development of older central business districts and neighborhoods.

This bill would transfer this program to the Office of Historic Preservation of the Department of Parks and Recreation *and revise the*

legislative committees that may provide assistance through their chairpersons.

Vote: majority. Appropriation: no. Fiscal committee: yes.
State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. The Legislature hereby declares that the Office
2 of Historic Preservation of the Department of Parks and
3 Recreation shall administer the California Main Street Program
4 with its existing resources and that no additional appropriation of
5 funds over and above that which is otherwise provided is necessary
6 to implement this act.

7 SEC. 2. Article 8 (commencing with Section 5079.70) is
8 added to Chapter 1.1.5 of Division 5 of the Public Resources Code,
9 to read:

10
11 Article 8. The California Main Street Program
12

13 5079.70. The Legislature finds and declares the following:

14 (a) The continued economic vitality of business districts in our
15 state's smaller cities and the neighborhoods of larger urban and
16 suburban cities are essential to community preservation,
17 containment of sprawl, social cohesion, and economic growth.

18 (b) In recent years these central business districts have
19 experienced economic difficulties due to shifting population
20 bases, changes in the marketplace, and greater competition from
21 suburban shopping centers.

22 (c) This decline has further eroded the ability of small
23 businesses and property owners to renovate and enhance their
24 commercial and residential properties.

25 (d) Merchants in the smaller cities are also experiencing greater
26 difficulties in obtaining financial aid at reasonable interest rates,
27 thereby further inhibiting their ability to develop new business as
28 well as continue existing operations.

29 (e) Neighborhood commercial areas in medium-sized and
30 larger cities need to maintain their local economies in order to
31 provide goods and services to adjacent residents, to provide
32 employment opportunities, and to avoid disinvestment and
33 economic dislocations.



5079.71. (a) There is hereby created within the office a California Main Street Program to provide technical assistance and training for small cities' government, business organizations, and merchants and property owners to accomplish community and economic revitalization and development of older central and historic business districts and neighborhoods. The program shall operate according to a plan developed by the office with the assistance of all of the following:

(1) Organizations representing merchants and governments of small cities, historic preservation interests, financial institutions, and economic development groups.

(2) The California private industry councils.

(3) The Office of Small Business, the Office of Business Development, and the Small Business Development Center within the Technology, Trade, and Commerce Agency.

(4) The Department of Housing and Community Development.

(5) The chairpersons of the following committees of the Legislature:

~~(A) The Assembly Select Committee on Small Business.~~

~~(B) The Senate Select Committee on Small Business Enterprises.~~

~~(C) The Assembly Committee on Economic Development and New Technologies.~~

~~(D) The Joint Committee on the State's Economy.~~

(A) *The Assembly Committee on Jobs, Economic Development, and the Economy.*

(B) *The Assembly Committee on Arts, Entertainment, Sports, Tourism, and Internet Media.*

(C) *The Assembly Select Committee on Rural Economic Development.*

(D) *The Assembly Select Committee on Small Business.*

(E) *The Senate Committee on Housing and Community Development.*

(F) *The Senate Select Committee on Economic Development.*

(G) *The Senate Select Committee on Central Valley Economic Development.*

(H) *The Senate Select Committee on Urban Economic Development.*

1 These chairpersons shall assist in the development of the plan
2 to the extent that their participation is not incompatible with their
3 positions as Members of the Legislature.

4 (6) The California Preservation Foundation.

5 (b) The office shall modify and expand the California Main
6 Street Program plan pursuant to Chapter 1577 of the Statutes of
7 1985 to include program elements designed to assist merchants
8 and residents in the neighborhoods of larger and medium-sized
9 cities.

10 (c) In implementing this program the office shall employ the
11 techniques developed by the National Trust of Historic
12 Preservation's Main Street Center, which are designed to stimulate
13 business reinvestment, restore building facades, retain existing
14 small businesses, strengthen the local tax base, create employment
15 opportunities, promote new businesses in downtown areas, and
16 help to create a renewed sense of community pride. This program
17 shall be a joint state, local government, and private sector
18 partnership utilizing private and public financial resources.

19 5079.72. The plan required by Section 5079.71 shall describe
20 the objectives and strategies of the California Main Street
21 Program, how the program will be coordinated with existing
22 federal, state, local, and private sector small business development
23 and historic preservation efforts, the means by which private
24 investments will be solicited and employed, and methods of
25 selecting and providing assistance to participating and
26 demonstration communities.

27 5079.73. In order to implement this program, the office shall
28 do all of the following:

29 (a) Contract with the National Main Street Center of the
30 National Trust for Historic Preservation to assist in accomplishing
31 the program's objectives, to provide technical assistance to the
32 agency, and to assist in developing criteria for the selection of, and
33 aid in selecting, the participating and demonstration communities.

34 (b) Designate a program manager and staff.

35 (c) Develop objective criteria for selecting the participating
36 and demonstration communities. The criteria shall include, but
37 shall not be limited to, all of the following:

38 (1) Evidence of interest and commitment to downtown
39 economic development and historic preservation by both the
40 private and public sectors.

1 (2) Evidence of potential private investment in the downtown
2 area.

3 (3) A downtown with sufficient historic fabric to become a
4 foundation for an enhanced community image.

5 (4) Organization and financial commitment to implement a
6 long-term economic revitalization program that includes a
7 commitment to employ a full-time, professional project manager
8 with an operating budget.

9 (d) Devise a method of inviting eligible communities to submit
10 applications, select demonstration communities, and additional
11 participating communities in subsequent years.

12 (e) Include in the program, in addition to the demonstration
13 communities, any city that has on the effective date of this chapter
14 a contract with the National Trust's Main Street Center for a local
15 main street program.

16 5079.74. The program established pursuant to Chapter 1577
17 of the Statutes of 1985 shall continue to provide services to cities
18 with populations of less than 50,000. There shall be three pilot
19 programs for cities with the following characteristics:

20 (a) For cities with populations in excess of 50,000 but less than
21 200,000.

22 (b) For cities with populations of 200,000 or more but less than
23 400,000.

24 (c) For cities with a population of 400,000 or more.

25 5079.75. In order to reduce costs to the state, the office shall
26 include in the plan a means to solicit private contributions for state
27 and local operations of the program.

28 5079.76. There is hereby established in the State Treasury the
29 California Main Street Program Fund. All private contributions,
30 federal funds, and fees for services, if levied, shall be deposited
31 into the fund for the operation of the program.

32 5079.77. The office shall include in its annual report to the
33 Legislature a special report on the effectiveness of this program.

34 SEC. 3. Chapter 8 (commencing with Section 15399) of Part
35 6.7 of Division 3 of Title 2 of the Government Code is repealed.